

## REMARKS

Applicant thanks the Patent Office for the careful attention accorded this application and respectfully requests reconsideration in view of the Amendment above and remarks set forth below.

In response the Office Action dated May 15, 2003, Applicant has canceled claims 1-6 without prejudice or disclaimer, and added written claims 7- 12 in order to more clearly define the present invention over the prior art.

Applicant has also amended the Title to Invention, the Specification and Abstract of Disclosure in order to correct errors of a typographical nature.

Applicant also submits a Terminal Disclaimer in order to overcome any future double-patenting rejection raised in the present Application.

Applicant also attaches hereto a copy of the IDS filed in the USPTO on December 18, 2002 which was received by the USPTO as evidenced by the USPTO date-stamped post card, attached hereto.

As amended, sole independent claim 7 is directed to a novel Internet-based consumer product brand information management and delivery system for use within the enterprise of a manufacturer of consumer products.

As claimed, the Internet-based consumer product brand information management and delivery system comprises

(A) a local relational database management system (RDBMS) for storing and managing

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of UPN-indexed consumer products manufactured by said manufacturer and registered with a central RDBMS by said manufacturer and/or its agent,

(2) a trademark (TM) symbolically linked to each said UPN,

(3) a product descriptor (PD) symbolically linked to each said UPN, and

(4) one or more uniform resource locators (URLs) symbolically linked to each said UPN, each said URL specifying the location of one consumer product brand information resource located on the Internet and related to one of said plurality of UPN-indexed consumer products registered with said central RDBMS; and

(5) a plurality of consumer product brand building information resources, each being associated with at least one said UPN-indexed consumer product registered within said central RDBMS, and being accessible on the Internet at one said URL; and

(B) a data processing module for (i) processing data within said local RDBMS, (ii) generating a UPN/TM/PD/URL data link record for each UPN-indexed consumer product registered with said central RDBMS, and (iii) storing each said UPN/TM/PD/URL data link record within said local RDBMS.

Notably, the local RDBMS in the claimed system contains not only consumer product brand building information content, but it also contains UPN/TM/PD/URL data link records.

As claimed, the Internet-based system further requires:

(C) electronic data transport apparatus for transporting the UPN/TM/PD/URL data link records maintained within said local RDBMS to said central RDBMS;

(D) said central RDBMS is operably connected to the infrastructure of the Internet, for storing and managing said UPN/TM/PD/URL data link records maintained for each said UPN-indexed consumer product registered with said central RDBMS.

Also, as claimed, the Internet-based consumer product brand information management and delivery system requires:

(E) a first Internet-based information server operably connected to the infrastructure of the Internet, for hosting and serving the plurality of consumer product brand information resources associated with each said UPN-indexed consumer product registered within said central RDBMS; and

(F) a first Internet-enabled database server operably connected to the infrastructure of the Internet and also to said central RDBMS, for receiving and servicing requests made by an Internet-enabled client computer operated by a consumer, for consumer product brand information resources on the Internet about at least one of said plurality of UPN-indexed consumer products registered with said central RDBMS;

wherein said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered UPN-indexed consumer product on which consumer product brand information on the Internet is being sought by a consumer; and

wherein each said request is processed by said second Internet-enabled information server and the UPN, TM and/or PD contained in said request is recovered and used to access the URLs symbolically linked to the UPN, TM and/or PD, and then said accessed URLs are automatically transmitted to said Internet-enabled client computer for use in accessing the consumer product brand information resources stored in said first Internet-based product information server at said URLs.

None of the cited prior art references of record disclose, teach or hint at such an Internet-based consumer product brand information management and delivery system as defined by the rewritten claims.

While the Hudetz Patent disclose a general method of Internet-based information resource access using a UPC/URL database server, it does disclose, teach or even hint at the novel Internet-based system of the present invention as clearly defined by the rewritten claims.

The other references have also been considered and they too do not detract from the present invention as claimed.

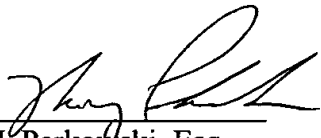
In view, therefore, of the Amendment and remarks set forth above, the present invention defined by rewritten Claims 7-12 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now believed to be in condition for allowance.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Favorable action is earnestly solicited.

Respectfully submitted,

Dated: October 17, 2003

  
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Thomas J Perkowski, Esq.  
Date: October 17, 2003